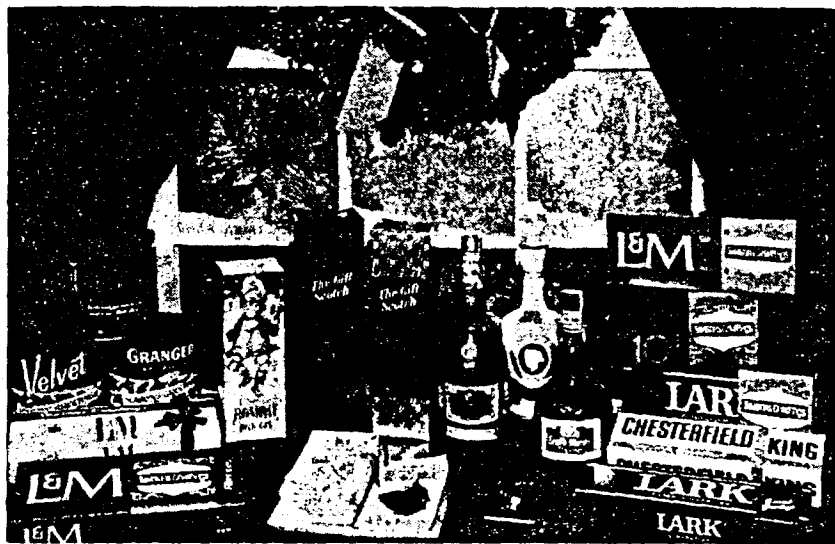


Liggett & Myers' Growing Product Family Is Dressed Up for Christmas Giving



HOLIDAY GIFT CARTONS for its L&M king, Chesterfield regular and king and Lark cigarettes and "Season's Greeting" carton wrap-arounds for use on all brands are being distributed by Liggett & Myers Inc. Holiday cannister wrap-arounds are available on the company's Granger and Velvet pipe tobaccos. Subsidiary company product lines being promoted by Liggett & Myers for Christmas giving include its J&B Rare Scotch Whiskey, Bombay gin, Cherry Marnier and Grand Marnier and Brite watchbands, the latest line to join the L&M family.

December 5, 1968

UNITED STATES TOBACCO JOURNAL